

THE TRANSPORTATION LINK

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SECRETARY

U.S.
COAST GUARD

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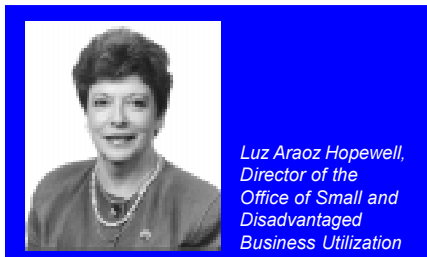
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RESEARCH &
SPECIAL PROGRAMS
ADMINISTRATION

MAY 1998



Luz Araoz Hopewell,
Director of the
Office of Small and
Disadvantaged
Business Utilization

Spring is here and this means a chance to get outside and enjoy nature. It seems that as the weather gets warmer, there are more and more cars on the road.

To all of us involved with the field of traffic safety, this is also a time of increased awareness of the risk for highway crashes. I ask each of you to become informed of traffic safety issues both individually and at your small business. If each of us makes the commitment to practice heightened safety awareness, we can make a difference by preventing injuries and saving lives.

Transportation safety is the Department's number one strategic goal. Highway crashes in particular are a significant burden on our society, not to mention the impact on families, communities and small business. Each year, approximately 42,000 people lose their lives in highway crashes and another three million are injured. Highway crashes drain our economy by over \$150 billion annually.

There are inherent safety risks in transportation. I urge you to proactively work with your colleagues and employees to recognize these risks and institute a corporate safety program. It is the sensible thing to do in the best interest of your business, and most importantly, for the health and welfare of your families and friends.

Traffic Safety = \$\$ Savings

When you think of ways to make your small businesses more competitive in today's marketplace, do you think of worker injury prevention programs? The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) has excellent reasons why you should. Their safety experts point out that motor vehicle crashes alone cost employers over a staggering \$50 billion annually in medical care, legal expenses, property damage, and loss of productivity. The cost of worker's compensation, Social Security, and private health and disability insurance are all driven upward by motor vehicle accidents. This has a direct effect on the cost of you doing business as your company's overhead is escalated by the costs associated with the administration of these benefits.

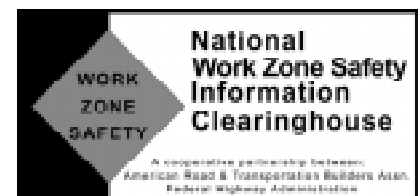
Employer traffic safety and awareness programs make good economic sense for all small businesses. Motor vehicle collisions are the number one cause of lost time at work, on-the-job fatalities, and debilitating injuries. In this sense alone, protecting employees from motor vehicle injury can translate into a very profitable investment of corporate time and resources. While we are all aware of the quality of life losses when an employee, or a member of their family, is injured in a motor

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Clearinghouse Encourages Giving Highway Workers a "Brake"

An area of traffic safety that is often not fully considered is highway "work zone" accidents. Many of our small business readers are involved in road construction and are already aware of how serious this problem is. More than 700 deaths and 5,000 injuries occur annually in work zone accidents. Mortimer Downey, the Deputy Secretary of the Department of Transportation (DOT), points out that "Work zones shouldn't be danger zones, so we're acting now to protect highway workers and travelers." This problem has continued to worsen as more highway improvement projects are started, and work increasingly needs to be performed under traffic and at night.

In an effort to lessen the risks associated with highway construction, a National Highway Work Zone Clearinghouse was initiated in March. This outreach organization, created to improve safety at road construction sites, is in conjunction with the DOT Secretary Rodney Slater's commitment to ensure transportation safety is



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Follow the Money...



Flowery Trail Road Kaniksu National Forest Pend Oreille County, WA

The project consists of 7 kilometers of grading, drainage, base paving, and MSE retaining wall located approximately 30 kilometers east of Chewelah, Washington. This project has been designed using the metric system. Project includes: contractor surveying & staking; contractor sampling & testing; 32 hectare clearing & grubbing; 725,000 cu meter roadway excavation; 52,000 cu

meter borrow excavation; 4,500 cu meter riprap; 100 sq ton hot asphalt concrete pavement; 870 metric ton asphalt cement; 140 metric ton mineral filler; 190 metric ton emulsified asphalt; 1,250 meter pipe culvert; 19 meter structural plate structures; 140 meter underdrains; 750 meter guardrail; 2,650 meter 4-strand barbed wire fence; 12,100 sq meter placing conserved topsoil; 275 slry unit seeding, hydraulic; 28 hectare dry mulching; 3,200 trees/shrubs; 900 sq meter MSE retaining wall; 13 cu meter concrete; 180 sq meter construction sign; 4,000 fixed hr rate flagger; 56,000 meter pave-

ment markings; and other smaller items of work. The estimated value of this project is between \$5,000,000-\$10,000,000.

For additional information please contact Julie McTaggart, US Department of Transportation, Federal Highway Administration, Western Federal Lands Highway Division, Contracts Section (360) 696-7520. She can also be reached at fax no. (360) 696-7932. Please refer to the following website for more information: <http://www.wfl.fha.dot.gov/edi/>

\$\$ Savings, continued from page 1

vehicle crash, their employer also suffers real economic loss. Research has shown that when an employee suffers an on-the-job motor vehicle injury, the average overall cost to the employer, in premiums, benefits and loss of productivity, is more than \$24,000. Even an off-the-job motor vehicle crash with injuries will end up costing the employer more than \$18,000 on average.

Bob Doherty, a traffic safety specialist at NHTSA, points out that it is even more imperative for small businesses to address safety issues. A small business runs a higher risk of being incapacitated, or even put out of business, by the loss of a key employee in a highway vehicle crash. He points out that, "If you have ten employees and you lose one, that is ten percent of your work force." Additionally, small businesses tend to have less of an overlap in expertise among their employees and less resulting flexibility in absorbing the workload and responsibilities of an absent employee.

Establishing a safety program is the simplest and most cost-effective way of reducing highway injuries and their corresponding costs. You can create a culture of safety by developing and implementing safety policies within your

business which are reinforced by top management. Emphasize that traffic safety factors such as using seat belts, not drinking and driving, operating your motor vehicle responsibly and at safe speeds, are issues that your company cares about. Informing and discussing with your employees basic traffic safety techniques, and rewarding safe, conscientious driving behavior can help your employees avoid becoming highway tragedies and save you money.

NHTSA has decided that even the terminology we use affects our attitudes toward highway crashes. For example, what is the difference between a motor vehicle crash and accident? The word "accident" implies that events are beyond our control, an unavoidable part of life. However, most motor vehicle crashes and the resulting injuries, or even death, are predictable and avoidable. Good management examines the cause of crashes and injuries and provides leadership to the workforce to avoid them.

Jim Hall, Chairman of the National Transportation Safety Board (NTSB), uses the story of the Titanic as an example of an "accident" that could have been prevented with better management

practices. If the captain had not been sailing the ship at excessive speeds, if there had been enough lifeboats for all the passengers, if the lookouts had been equipped with binoculars, this tragic loss of life in this famous catastrophe could have been avoided. The iceberg didn't down the Titanic, management did.

Be proactive and initiate a safety program within your small business today. A dollar invested to improve motor vehicle safety is a dollar well spent. It will provide a strong return for your company. Allstate's Corporate Relations' Director, Joseph Groner, advises companies to "create a culture not only of safety awareness, but of concern for employees. Don't simply require employees to do something; explain why you care about them." The results will be good for your employees and good for your business.

For more information, contact the National Highway Traffic Safety Administration at (202) 366-8933, <http://www.nhtsa.dot.gov>, or the Network of Employers for Traffic Safety (NETS) at (202) 366-452 x6005, <http://www.trafficsafety.org>.

KRA and DOT: Working For Safety

This month's success story features KRA Corporation (KRA), a diversified, 8(a), small business, professional and technical services firm. Led by its founder and president, Knowlton R. Atterbeary, KRA has experienced consistent expansion. Since 1994, *Inc.* magazine has included KRA on its list of the 500 fastest-growing, privately held companies in America. KRA's professional efforts center on the critical social, economic, and business issues facing society. Their work includes policy analysis and social science research, management consulting, information systems operations, administrative support and training. KRA's clients include virtually all Federal agencies, including the Department of Transportation (DOT).

KRA has been recognized for their exceptional work for the DOT, specifically the National Highway Traffic Safety Administration (NHTSA). For their accomplishments on a project that required data collection and analysis in support of the *1997 Report to Congress on Auto Theft and Recovery Effects of the Anti Car Theft Act of 1992*, they received the U.S. DOT MED Week '97 award.

In compiling this report, NHTSA recognized KRA for displaying exceptional quality control, completing their work on schedule and exceeding the originally established requirements. In addition, their cost for doing the work was 5% below the negotiated price. NHTSA's Plans and Policy Department declared KRA one of the best 8(a) contractors they had ever worked with.

KRA attributes their success to their continually striving to meet the following three goals:

- To foster the development of a highly skilled, multidisciplinary staff
- To provide clients with contractual services of the highest quality, and
- To develop a fully diversified business with respect to clients, technology, and professional services.

Another DOT/NHTSA contract that KRA is supporting provides administrative, conference, logistical and travel



*Knowlton R. Atterbeary,
President of KRA.*

support in the planning of a series of meetings for the National Organization on Youth Safety. These meetings provide a forum for representatives of national organizations (e.g. AAA, Advocates for Highway Safety, MADD, SADD, et al.) to exchange vital information on issues related to youth and traffic safety. Another task in this contract is to assist the NHTSA in creating and maintaining a national information exchange system pertaining to traffic safety issues such as alcohol countermeasures, injury prevention, occupant protection and child passenger safety, public health and targeted programs for diverse populations.

NHTSA recently awarded KRA a contract to develop a database on Older Persons Driving and Transportation Issues. Under the direction of Dr. John Eberhard, NHTSA's expert on older persons' driving issues, KRA will collect data from the elderly, professional and lay care givers of the elderly, and the general population. Issues such as premature cessation of driving, assessment of driving capabilities, availability and acceptance of alternative transportation,

and the general public's attitude toward policies affecting older drivers. A database will be developed to be used by researchers, policy makers, and practitioners involved in older driver safety issues.

This article was adapted from information provided by the National Highway Traffic Safety Administration and KRA Corporation. For more information on KRA Corporation, please contact Sue Loux at KRA Corporation, 1010 Wayne Avenue, Suite 800, Silver Spring, MD 20910, (301) 495-1591, fax (301) 495-2919, or <http://www.kra.com>.

*Giving Highway Workers a "Brake," continued
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DOT's highest priority. The Clearinghouse provides a variety of information on work zone safety, including best practices in design, contractor and worker safety training programs, public awareness and materials on safety products. In most cases, the information is provided free of charge.

The Clearinghouse is a cooperative venture between the U.S. DOT and the America Road and Transportation Builders Association. It is operated by the Texas Transportation Institute, located in College Station, Texas. The Institute of Transportation Engineers and the National Utility Contractors Association will assist in make the public aware of the existence, purpose and value of clearinghouse. Small businesses involved in DOT road construction should make contacting the clearinghouse a top priority for the safety of their employees.

For more information, or to register for their newsletter, contact the Clearinghouse via e-mail at: WorkZone@tamu.edu or visit their website at: <http://wzsafety.tamu.edu>. Phone inquiries may be made to their toll-free telephone (888) 447-5556 and fax requests to (409) 845-0568.

Buckle Up!

Seat belts work! They are the most effective way to reduce fatalities and injuries when traffic crashes occur. It is estimated that they save approximately 9,500 lives every year. Failure to buckle up contributes to more fatalities than any other factor.

Furthermore, children learn from adult behaviors. When children see an adult not wearing a seatbelt, they think that they don't have to either. Studies show that 70% of the time, if a driver is unbuckled, children riding in the car won't be buckled either.

Preventing needless traffic injuries and fatalities requires a commitment on the part of all of us. So please make seat belt usage a habit and encourage your coworkers, your family and your friends to do the same. Let us not forget....Children are our future; teach them well!



CALENDAR OF EVENTS OF INTEREST TO M/WBEs MAY/JUNE 1998

Date	Event	Location	Contact
May 12-13	Arkansas Minority Business Opportunity Fair , Sponsored by the Arkansas Minority Supplier Development Council, Inc.	Little Rock, AR	Charles King (501) 374-7026
May 12	8th Annual Procurement Opportunities Conference & Exposition '98 , Sponsored by The Federal Small Business Technology Council, Inc.	Upper Marlboro, MD	Angela Dilver (202) 366-1791
May 12	Small Business Crossings: Seminar and Expo for Strategic Decisions , Sponsored by NASA OSDBU	Oklahoma City, OK	Fran Martel (202) 358-0640 (800) 2NASA95
May 13-14	Partners for Profit XI , Sponsored by Wisconsin Supplier Development Council	Madison, WI	Floyd Rolls (608) 241-5858
May 20	Small Business Crossings: Seminar and Expo for Strategic Decisions , Sponsored by NASA OSDBU	Norfolk, VA	Fran Martel (202) 358-0640 (800) 2NASA95
May 21-22	Interstate Network Conclave '98 High Tech Trade Show & Conference , Sponsored by the Federal Sector Consultants Corporation	Las Vegas, NV	Ed Hamlin (301) 871-1690
May 28	Small Business Crossings: Seminar and Expo for Strategic Decisions , Sponsored by NASA OSDBU	Phoenix, AZ	Fran Martel (202) 358-0640 (800) 2NASA95
May 31- June 3	AAAE 70th Annual Conference & Exposition , Sponsored by American Association of Airport Executives	Nashville, TN	Denise King (703) 824-0504 ext. 150
May 31- June 3	12th International Conference on Business Incubation , Sponsored by National Business Incubation Association	Philadelphia, PA	JoAnn Rollins (614) 593-4331 email: jrollins@nbia.org
June 3-4	Annual Joint Industry/SBA Small Business Procurement Conference and Awards Banquet	Alexandria, VA	Richard Sadowski (202) 205-6468

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